

ABSTRACT

CSR as a guideline or company rule in Indonesia, especially BUMN to run a company as stated in Law No. 40 of 2007 is an activity carried out by companies to the surrounding environment. PT. Telkom Indonesia as a leading telecommunication company in Indonesia carries out CSR activities in a sustainable manner when not all companies in Indonesia do it. PT. Telkom Indonesia is one of the companies that implements Corporate Social Responsibility (CSR) and has received several awards from these activities. CSR can not only be done to carry out obligations, but also can be used as a strategy for companies to create Corporate Branding. This study aims to analyze the CSR Communication Strategy in creating the Corporate Branding of PT. Telkom Indonesia. This study refers to the theory of communication strategy Morsing and Schultz (2006) and the theory of Corporate Branding David Aaker (2004). This research uses descriptive qualitative research method by collecting interview data. The results show that PT. Telkom Indonesia is very good at implementing CSR Communication Strategy by implementing strategies: Information strategy, Response strategy, Involment strategy to stakeholders, however, PT. Telkom Indonesia is not yet aware by directing CSR Communication Strategy to create Corporate Branding.

Keywords: corporate branding, corporate social responsibility, csr communication strategy
